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"Glowing With Pride"—H. Harnick

By JAY L. SMITH

There was a record turnout at the Statler Hotel, Buffalo, on Monday, for the Metro-Goldwyn-Mayer Workshop. From Canada alone, close to 150 representatives from the exhibition field attended. With Mike Simons, Director of Customer Relations for Loew's Inc., in the chair, the Workshop got away to a fast start, after messages of welcome from various N.Y. representatives and from Hilly Cass and Garfield Cass on behalf of Canada.

First panelist to address the gathering was Ivan Anderson, operator of the Liberty Theatre, North Wilkesboro, N.C. Ivan sells a slogan "More Fun at the Liberty," and creates a "Roadshow" atmosphere at the theatre with the use of lights, a mobile screen for special effects, etc. Ivan pointed out the importance of the teen-age business, and explained the method he uses to hold on to the teen-agers after they pass out of the children's admission price range. Student identification cards, with an accompanying special reduced price, are a must, according to Anderson.

Second panelist of the day was Jim Partlow, who operates a drive-in theatre at Orlando, Fla., a city of 50,000 population. There are six drive-ins around Orlando, and Jim explained how he and the operators of the other drive-ins got together in a spirit of co-operation, with the result that savings were effected in newspaper advertising costs, joint promotions were put on at all drive-ins and instead of cut-throat competition, joint efforts to promote business helped everyone. One gimmick that Jim passed on which got a laugh, was

(Continued on Page 6)

Columbia's Future Indicates A Big Picture Policy Continuing

Returning from a special meeting with New York head office executives, Harvey Harnick, Columbia's Canadian General Sales Manager reported to the Digest that everyone in the company is glowing with pride at the tremendous sweep "On the Waterfront" achieved in winning eight Academy Awards.

"In Canada," stated Mr. Harnick, "'On the Waterfront' is holding over, as if it was just being released for the first time. We have bought as many prints for 'Waterfront's' repeat engagements

(See HARNICK Page 3)

Country Girl Breaks Record, Shea's, Tor.

"The Country Girl," which brought Grace Kelly the "best actress" Academy Award, has established a new first-week house record at Shea's Theatre, Toronto, after having set a new Saturday

(See SHEA'S Page 3)

Canadians In West And Ontario Attend Two Metro Workshops

The overwhelming success of MGM Workshops across the length and breadth of the United States has permeated the Canadian scene. Two weeks ago over 30 Canadian exhibitors joined with American exhibitors in a Workshop held in Detroit. Enthused by the response of those who attended a group of about 150 Canadians travelled to Buffalo last Monday, from all over Ontario, to participate in the Buffalo Workshop on the invitation of Hilly Cass, MGM's Canadian General Sales Manager and Garfield Cass, the company's Toronto Branch Manager. (The story of the Workshop is reported in "On the Beam.")

(See WORKSHOPS Page 6)

Vancouver Drive-Ins Hit By Crime Wave

A robber escaped with $1,447 after abducting a Drive-In owner and his mother from their home. Bill Steel, owner of the Cascades Drive-In at Burnaby and his mother were met by the thug when they came home from a midnight

(See VANCOUVER Page 7)

RKO's Film On Polio Opens Imperial, Tor.

The great barrier against man's conquest of one dread disease hurdled last week with the report on the success of Dr. Jonas E. Salk's poliomyelitis vaccine did not catch the moviemakers unprepared. In fact, RKO Pathe may be credited with some prescience in having just produced and released a sixteen-minute documentary titl-

(See RKO Page 6)

New Booking, Buying Company Organized For Indies By Posen

The organization of a new booking and buying company was announced last week-end by Curly Posen, who recently resigned from Allied Theatres in Toronto. The new company, Mr. Posen reported, will provide personal attention in buying and booking of films, arrange for supplies and generally strive with personal concentration to maintain and raise the attendance level at the theatres which will join the new company.

Mr. Posen indicated that there

(See POSEN Page 6)

WOMPI's CHARTER DINNER

THURSDAY, APRIL 21

KING EDWARD HOTEL 6 P.M.

Maritime Manager Uses Psychology

A theatre manager is called upon to perform many duties during the run of a year. At any rate, so thinks Mr. G. A. Walters, Manager of the 'Prince Edward' theatre, Charlottetown, P. E. I. (F. G. Spencer Company).

An unusual incident took place in his theatre during a recent Saturday matinee. A lady in the process of 'dehydrating 'her small son left her purse hanging on a hook in the ladies' lavatory. She dis-

(See PSYCHOLOGY Page 3)

Calgary Takes Lead In JARO's Billings Drive

Frank Scott's Calgary Office once more takes the lead from Montreal in JARO's Sixth Week of the Tenth Anniversary Billings

(See JARO Page 6)

Horizontal VistaVision Due At Imperial, Toronto, About May 20

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THE CAST:

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THE LOCATION: "BEDEVILLED" is the first motion picture to be photographed in Paris in CINEMASCOPE and COLOR.

HARNICK

(Continued from Page 1)

as we did for its first original release.

"Our company's coming releases," Mr. Harnick continued, "indicate that Columbia's future is directed toward a big picture policy." The films already completed and in production as outlined by Mr. Harnick were: "Sister Eileen" in CinemaScope and Technicolor, starring Janet Leigh.

"Calico Pony" which has been retitled "Count 3 and Pray," a Copa Production, starring Van Heflin.

"The Harder They Fall" an expose of prize-fighting that goes before the cameras shortly, starring Humphrey Bogart and written by Academy Award winner Budd Schulberg.

"Joseph and His Brethren," CinemaScope and color, reputed to have the biggest budget in the company's history.

"Picnic," starring William Holden and directed by Joshua Logan.

"Queen Bee," a Joan Crawford starrer now before the cameras.

"Last Frontier," CinemaScope and color, directed by William Fadiman and starring Victor Mature and Guy Madison.

"The Prisoner," completed and awaiting release, starring Britain's two top stars, Alec Guinness and Jack Hawkins, and "Man From Laramie," a Goetz production starring James Stewart now awaiting release.

Mr. Harnick concluding the interview pointed to the top directors, stars and writers signed by Columbia as an indication of what lay in store in Columbia's future productions. "Certainly all through the domestic market and the balance of the world, exhibitors are naming Columbia the marvel growth company," a statement all will agree with.

SHEA'S

(Continued from Page 1)

opening record for the 2,400 seat theatre, according to Len Bishop, manager. Situated in the heart of downtown Toronto, Shea's has had continuous lines of customers, sometimes extending as long as three blocks, waiting to see the Perlberg-Seaton production co-starring Miss Kelly, Bing Crosby.

CONSOLIDATED THEATRES

Consolidated Theatres, Ltd., has declared a dividend of 12 cents on Class A and 10 cents on Class B, payable on June 1 to shareholders of record on May 2.

Across the Country

Toronto and District

The annual shareholders' meeting of Famous Players Canadian Corp. is being held at the Toronto headoffice at noon April 26 when President J. J. Fitzgibbons will present the company's 35th annual report and R. W. Bolstad, vice-president and treasurer, will submit the financial statement.

• • •

The Skyway Drive-Ins in Ontario, operated by Famous Players Canadian Corp. under the supervision of Lloyd Taylor, swung into action for the season Thursday night, April 14, with the reopening of several units. Independent drive-ins had opened as early as March 11 but several of them had a rough start because of the weather.

• • •

While no announcement had been made by the Canadian Film Institute regarding the ceremony for the presentation of the year's Canadian Film Awards, arrangements have been concluded with Manager Jim Chalmers of the Odeon Theatre, Ottawa, for the screening of a group of award-winning pictures Sunday afternoon, May 8, in that theatre under the auspices of the Ottawa Film Society.

Vancouver

The Canadian Council of Churches sponsored a screening at the Park Theatre of "A Man Called Peter," which opens at the Vogue shortly. One hundred and fifty church heads attended the preview, and will help the showing of the picture from their pulpits.

• • •

Ed Brooks, projectionist at the B.C. Censor Board for the past 26 years, is hospitalized for a major operation.

• • •

Jimmy Brawn of the Vogue staff is editor of Vancouver South News, a semi-monthly suburban newspaper, in his spare time. The old Bijou in the skid road area of town built in 1900 is now used as a mission for unemployed. It went out with silent pictures.

Maritimes

All F. G. Spencer Company Limited theatres, as usual, were closed Good Friday as well as the "Capitol," Middleton, and "Acadia," Wolfville, operated by Mr. Gerald B. Spencer and the "Capitol" Lunenburg, operated by Mr. F. Gordon Spencer. Also the "Capitol," Summerside, P.E.I., operated by Mr. Harold Gaudet, remained closed.

Winnipeg

Visitors to Winnipeg included Nic Kapell, manager of the Roxy, Princess and Drive-In Theatres, Melville, with owners J. Kowbel, Canora and Dr. P. Potoski, Yorkton. Melville at present has CinemaScope, and they are now contemplating putting in stereophonic sound. The Drive-In opened April 21.

• • •

Also in town were Mr. Vassos, formerly manager of the Melville Theatres; N. Berge, Rose Valley; Ernie Kendall, Morden; M. Metropolit, Cudworth; Don Falkner, Tisdale; R. Gabrielle, Virden; Walter Johannason, Pine Falls; Garnet Wright, Keewatin; Mr. Bydak, Hewart.

• • •

In from Toronto for the holidays was Myer Nackimson, RKO. The Lockport Drive-In, Lockport, Man., opened on April 15th. Glad to hear that Mrs. Grace Davis, wife of Warner Bros.' manager, Frank Davis, is well on the way to recovery after her recent illness.

• • •

Wide screen has been installed this past week in Carmen and in Cudworth, while CinemaScope has been installed in the Bow Theatre, Oxbow, and the Gaiety, Gainsborough — all by Dominion Sound.

PSYCHOLOGY

(Continued from Page 1)

covered her loss when she returned to her seat—in the interval that it took to make the trip down the aisle and back some person had opened the purse and extracted a small change purse containing $135.00.

This presented a problem for to find the purse or culprit in an audience of over 500 kids and adults would have been nigh an impossibility! Mr. Walters decided to try a 'bluff' — stopped the program and from the stage mentioned the incident stating that the girl was known and would be identified at the conclusion of the show, but suggested it would be less embarrasing and no charge would be laid if after the program resumed, the gilr would return the purse to one of the ushers.

Mr. Walter had hardly returned to the rear of the theatre when an Usher brought out the purse with its contents intact. The culprit was a teenage girl who walked up to the Usher, passed over the purse and then rushed back among the other kids in the audience. Needless to say, both Mr. Walters and his patron breathed a big sigh of relief — Mr. Walter's comment— 'T's all in a day's work' !!

Selznick's 'Accident'

David O. Selznick has started negotiations to cast the lead role for his first film for Metro-Goldwyn-Mayer, "The Accident."

The producer has sent copies of the Dexter Matthews novel, to be published soon by Alfred A. Knopf, to Gregory Peck, Marlon Brando and Montgomery Clift.

Atomic development is the background of the story.

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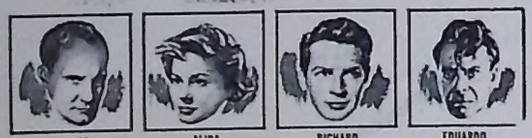

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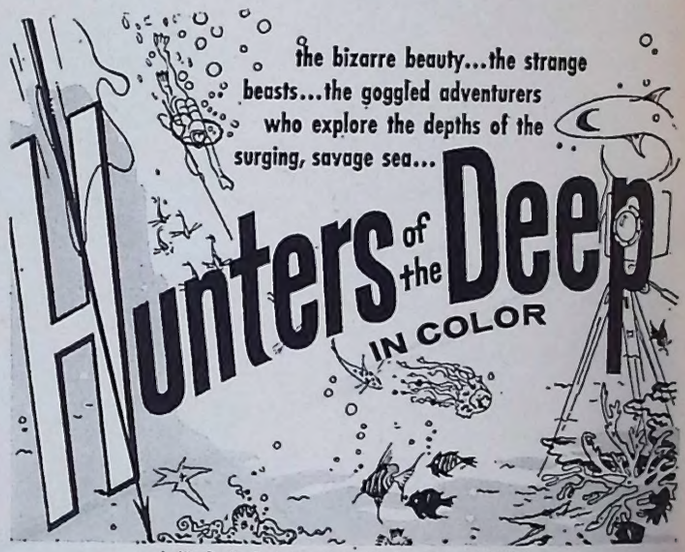

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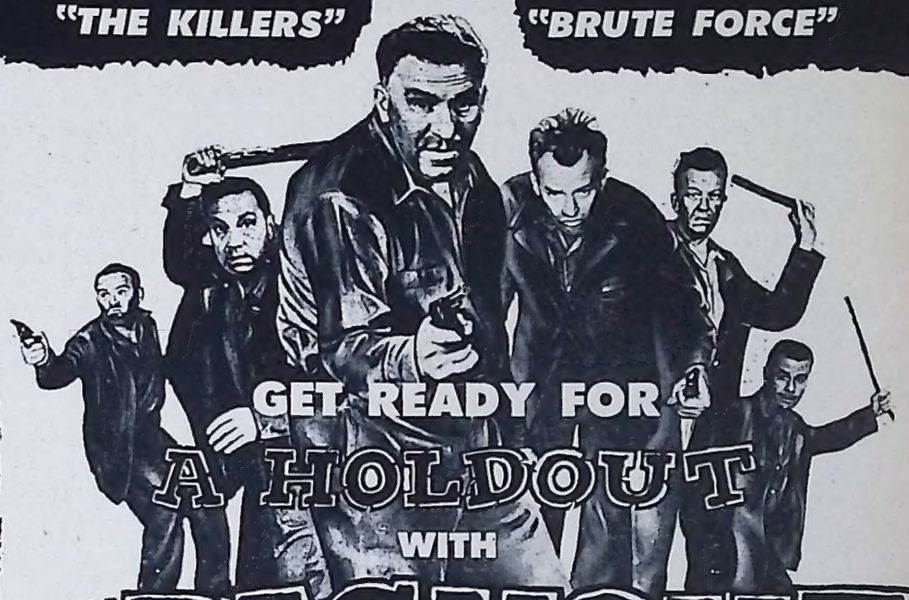

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On the Beam

(Continued from Page 1)

a giveaway he introduced of a free dog biscuit for every dog that came into the drive-in with a family.

Mike Simons spent some time emphasizing the importance of employee morale. Mike gave several examples of just what a lift in employee morale can mean by way of selling tickets, and warned exhibitors that a collapse in employee morale is almost certain to be accompanied by a collapse in the box-office sales.

Bob Walker, who operates the little 210-seat Uintah Theatre in Fruita, Colo., was next on the panel, and Bob passed on a number of sure-fire ticket-selling stunts that he has used effectively, including an "Orchids for the Ladies" deal that is certain to please. Bob stated that there was another audience besides the kids and teenagers that we have been neglecting, and that's the old-folks. He started a "Golden Age" Club at the Uintah, who built into a steady patronage of older patrons. As Bob said, one good thing about the older folks, at least you do not have to worry about "necking."

Highlight of the entire Workshop, to my way of thinking, was the address by George Murphy, which was really inspiring. George, who described himself as a "broken-down hoofer," is still on the payroll of MGM as an actor, but travels the country on behalf of the public-relations department of Loew's Inc., doing a terrific job of selling Motion Pictures as an Industry, Hollywood as a production centre, and MGM pictures as "tops." George Murphy has sold many, many thousands of tickets as the star of many successful MGM productions, but if the speech he gave in Buffalo is any example, I would venture to guess that he will sell even more thousands of tickets as a public relations man, than he has done as an actor.

After a luncheon break, with lunch served through the courtesy of the Coca Cola Co., another outfit that are specialists in customer and public relations, Emery M. Austin, Director of Exploitation for Loew's Inc., outlined the 33 selling aids that MGM offers exhibitors to help sell their attractions.

Next panelist was A. J. Kalberer, who manages the Indian Theatre, Washington, Indiana, for the Swaitow Circuit, who passed on a number of ideas that have proven successful for him as a circuit manager.

Jimmy Nairn, Director of Advertising and Public Relations for Famous Players, was the final panelist of the day, and Jimmy emphasized the importance of striving for better relations with your newspapers, pointing out as example Famous Players' free Saturday morning special shows, held several times a year for Telegram carrier boys. Jimmy also reported on the phenomenal success of his company's Gift Tickets, pointing out that last year 150,000 books of F-P Gift Tickets were sold over the circuit. Jim stated that the price of the books of tickets, according to F-P's experience, must not exceed $3.00.

And so the 15th MGM Workshop came to a very successful conclusion, with everyone who attended feeling very encouraged about the future of our business, and less worried about Television than previously. As Mike Simons put it, if the exhibitors get one idea out of these workships that brings in $200 extra at the box-office, they will have proven their value to the Industry as a whole, and to MGM and Loew's Inc. for their efforts and expense.

RKO

(Continued from Page 1)

ed "Taming the Crippler," which started its first Toronto showing on Friday at the Imperial, Toronto.

"Taming the Crippler," it should be indicated, not only traces the fight against the scourge from 1916 to the present, but also includes details on various therapies and, most important, footage on Dr. Salk explaining his great climactic work. "Taming the Crippler" was written by Jerome Brondfield, produced by Jay Bonafield and edited by Gene Milford, who just won an "Oscar" for his editing of "On the Waterfront."

JARO

(Continued from Page 1)

Drive.

Bob Johnson's Montreal Office is back in second place, but only .8% behind the lead.

Toronto Office has leaped from fifth to third place with Winnipeg .9% behind.

WORKSHOPS

(Continued from Page 1)

On May 10, another group of Canadians will join their American brethren in Billings, Montana. To date, Canadians who have planned attending the Billings Workshop are: Jack Diamond and Joe Feldman, Sunset Drive-In, Calgary; Sam Slutker, Plaza, Calgary; Ben Gallay, Sky-View Drive-In, Edmonton; Lee Brewerton, Capitol, Raymond; Sam Rossel, Vogue, Fernie; George Annabell, the Jewel and Roxy, Stettler; Douglas Miller, the Tower and Rex, Taber; Donald and Leonard Prunell, Prunell Circuit; Frank Kettner, Prairie Allied Booking Assoc.; W. S. Stringham, Sunland, Milk River; and J. L. Murphy, the Rose and Pastime Theatres, Mossbank, Sask.

The group attending the Buffalo Workshop are:

Jimmy Nairn, Bud Barker, Bert Brown, Tiff Cook, Head Office Publicity Department, Famous Players, Toronto. Dan Krendel, Mort Margolius, District Managers, Famous Players, Toronto. Russ McKibbin, Imperial; Len Bishop, Shea's; Tom Daley, University; Fred Trebilcock, Tivoli; Marc Hirsch, Eglinton; Michael King, Nortown, all Famous Players, Toronto.

Bob Harvey, Capitol, North Bay; C. J. Jeffrey, Capitol, Sudbury; Bill Burke, Capitol, Brantford; Jack Ward, Seneca, Niagara Falls; George Forhan, Jr., Capitol, Welland; Vern Hudson, Capitol, St. Catharines; Roy Miller, Lincoln, St. Catharines; Don Edwards, Tivoli, Paul Turnbull, Downtown, Mel Jolley, Century, all of Hamilton; E. J. Landsborough, Capitol, Galt; Herb Chappel, Palace, Guelph; Ted Doney, Royal, Guelph; Charlie Perrie, Regent, Oshawa; Len Gouin, Capitol and Art Cauley, Paramount, Peterborough.

Mr. S. Fingold, Mr. H. Fingold, Mr. F. R. Dale, Mr. J. Harrison, Mr. W. Munro, Mr. E. Leigh, Head Office, National Theatres Services Ltd., Toronto. Henry Deaveau, Roxy, Acton; Howard Binns, Roxy, Burlington; Jim Schiller, Roxy, Cooksville; Bill Leslie, Roxy, Georgetown; Gordon Gotts, Roxy, Hamilton; Al Perkins, Roxy, Midland; Al Allin, Roxy, Woodbridge; John Grant, Roxy, Dundas; Bill Young, Crown, Harriston; Bob Yeomans, Centre, Owen Sound.

(Twinex Century Theatres): Tom Mascara, Capitol, Belleville; Joe Paul, Esquire, Brantford; Frank Reid, Centre, Chatham; Larry Summerhayes, Granada, Dunnville; Fern Marleau, Grand, Galt; Mel Jolley, Century, Hamilton; John Millar, Cinema, Hamilton; Lyle Evans, Century, Kitchener; Frank Paul, Centre, London; Max Davey, Elmwood, London; Ralph Tiede, Park, London.

Dough Patterson, Bay, North Bay; Charlie Greenwood, Geneva, Orillia; Ernie Warren, Elgin, Ottawa; Vern Marriott, Park, St. Catharines; Grant Carrette, Century, Sudbury; Max Phillips, Regent, Sudbury; Ralph Cole, Century, Trenton; Bill Cupples, Park, Welland; Al Duguid, Academy, Lindsay; Ken Carbig, Century, Lindsay.

Lionel Axler, Victory, Isser Singerman, Bayview, Grant Millar, Birchcliffe, Carl Dawson, Circle, Bill Heinitz, Glendale, Jack Alexander, Kingsway, Len Fromm, Metro, Martin White, Odeon, Morris Manoff, Park, all of Toronto.

(Mrs.) Beryl Goodwin, Scarboro, Jack Cottingham, State, Dudley Dumond, Westwood, Scotty Peacock, North East Drive-In, Bill Stephanson, North West Drive-In, Maurice Weldon, "400" Drive-In, Bill Curley, Scarboro Drive-In, Martin Simpson, Downtown; Morris Appleby, Midtown; S. V. Roth, Toronto Supervisor J. S. Kurk, Ontario Supervisor, M. L. Axler, Theatre Operations, Twinex Century Theatres, all of Toronto.

(Premier Operating Corp.) D. Axler, Circuit Supervisor, A. Davidson, Publicity Department; D. Kinloch, Hollywood, Toronto; M. Bloom, Capitol, New Toronto; S. Smart, Capitol, Port Hope; E. Pooley, Park, Cobourg; G. Fluker, Capitol, Paris; S. Burton, Strand, Port Colborne; L. Allen, Willow, Willowdale.

(B & F Theatres Ltd.): Samuel Bloom, Jack M. Fine, W. A. Summerville, Jr., Head Office, Toronto; Martin Bloom, Beaver; Wm. Collins, Bellevue; Les. Chaplin, Century; Ted Smith, Donlands; Barney Murphy, Eastwood; Ron Hall, Grover; Lou Ross and Harry Alexander, Lansdowne; Jack Hutt, La Plaza; Murray Sherriff, Oxford; Art Grover, Parliament; Don Summerville and Frank Moore, Prince of Wales; Gilb. Sterling, Pylon; Vito Simone and Bob Johnson, Radio City; Chas. Richards, Vaughan; (Mrs.) T. Foster, York; George Hall, Relief Manager, all of Toronto.

(Odeon Theatres): Chris Holmes, S. McMannis, R. C. Harvey, District Supervisors; H. Langston, Capitol, Hamilton; Al Ford, Palace, Niagara Falls; L. Martyn, Capitol, Niagara Falls; R. Hubbard, Century Oakville; W. LaRose, Palace, St. Catharines; Vic Nowe, Odeon, Toronto.

A. Jolley, Secretary, Motion Picture Theatre Owners' Association; of Toronto.

Jack Hunter, Delta, Queens, Empire, Hamilton; O. W. Lang, Delta, Hamilton; W. J. Fell, Bay, Toronto; H. C. D. Main, Simcoe, Sutton; Sam Russ, Joe Russ, Tony Greco, Gayety, Collingwood; Joe Dydzak, Clappison Drive-In, Hamilton.

Ben Freedman, Wm. Freedman, Allied Theatres, Toronto; Lionel Lester, National Booking Co.; Harold Pfaff, Independent Theatre Services, all of Toronto.

POSEN

(Continued from Page 1)

were six theatres which would join the company in the near future in addition to the four listed below. The four are the Canadian Drive-In, St. Catharines; Lakeshore Drive-In, St. Catharines; the Kent, Toronto, and the Roxy, Grimsby.

Curly Posen, a veteran in the film business, started 35 years ago with the late Jack Goldhar at the Duchess Theatre, Toronto, now known as the Centre. Some of the companies he has been associated with are B & F Theatres, the Allens, four years as general manager of Community Theatres, Ohio, and until two weeks ago an 8-year span as head booker and office manager for Allied Theatres, Toronto.

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MONTREAL - TORONTO

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By MAX CHIC

This has been an exciting week . . . on Monday to Buffalo for **MGM's** Buffalo Workshop . . . that same night going to see **Cinerama** —WOW! . . . and on Thursday night attending the Charter Dinner of the **Women of the Motion Picture Industry** . . . in Buffalo we weren't sure half the time whether we were attending an Ontario industry do, or not, as everywhere you looked you saw a familiar face from home.

Meeting and listening to **Mike Simons, Emery Austin, George Murphy** and the panelists including our own **Jimmy Nairn** made this day one of the most outstanding of the year . . . the trip down with **Jack Clarke** and **Jerry Collins** of **Loew's** and **Hilly Cass, MGM's** Canadian General Manager was only the beginning of a very eventful day.

Bas Mason head idea man for the **Toronto Telegram** and well known in our industry has our sincerest condolences, and we are sure of everybody on the passing of his wife last week after a lengthy and serious illness . . . **Gordon Lightstone** and **Win Barron** hosted many newspaper friends last Friday night during and after the **Byline Ball . . . Arch Jolley** with a wistful look told us that **Bill Winterton,** Capitol, Saskatoon is on an extended tour of Europe.

Al Jenkins, Vogue, Vancouver, campaign on **UA's** "Vera Cruz" was a sockeroo . . . he had a full page ad, co-op, with a page length cut of **Denise Darcel** in a second color . . . built around the "Equisite Form Contest", **Al** received front page layout and text in the **Vancouver Herald.**

VANCOUVER

(Continued from Page 1)

show. He knocked out Steel with his gun and trussed the two up, threw them into the car and drove them back to the ozoner and made Steel open the safe. He then escaped in the Steel car after tying them to the doorpost of the projection room. No arrest has been made by police to date.

The Lions Gate Drive-In at North Vancouver was also a victim of robbery over the week-end, the concession counter being cleaned out. The Odeon-Kingsway safe frustrated thugs who could not get at the receipts. An exciting week-end for Vancouver show business.

TRANS-CANADA

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Untamed (20th-Fox) C'Scope and DeLuxe Color with Tyrone Power and Susan Hayward.

SHEA'S
3rd wk. The Country Girl (Para.) with Bing Crosby and Grace Kelly.

UNIVERSITY & EGLINTON
East of Eden (WB) C'Scope and WarnerColor with James Dean.

ODEON & FAIRLAWN
2nd wk. A Man Called Peter (20th-Fox) C'Scope and DeLuxe Color with Richard Todd.

HYLAND & CHRISTIE
2nd wk. To Paris with Love (JARO) Tech. with Alec Guinness.

LOEW'S
4th wk. Hit the Deck (MGM) C'Scope & Color with Jane Powell and Tony Martin.

UPTOWN
Man Without a Star (E-U) with Kirk Douglas and Jeanne Crain.

INTERNATIONAL CINEMA
4th wk. For Better for Worse (JARO) with Dirk Bogarde.

VANCOUVER

CAPITOL
3rd wk. The Country Girl (Para.) with Bing Crosby and Grace Kelly.

VOGUE
2nd wk. To Paris With Love (JARO) Tech. with Alec Guinness.

ORPHEUM
2nd wk. Untamed (20th-Fox) C'Scope & DeLuxe Color with Tyrone Power.

STRAND
The Glass Slipper (MGM) C'Scope & Color with Leslie Caron.

WINNIPEG

CAPITOL
2nd wk. Hit the Deck (MGM) C'Scope & Color with Jane Powell & Tony Martin.

MET
White Feather (20th-Fox) C'Scope & Tech. with Robert Wagner.

ODEON
A Man Called Peter (20th-Fox) C'Scope and DeLuxe Color with Richard Todd.

GARRICK
6 Bridges to Cross (E-U) with Tony Curtis & Julie Adams.

Jack Musclow, Dies

The funeral of John Clifford Musclow, 52, manager of the Capitol Theatre, who died at St. Mary's Hospital, Kitchener, April 13, was held last Saturday.

Born in Matawaskin, Ont. Mr. Musclow came to Kitchener 34 years ago.

AMUSEMENT STOCK QUOTATIONS

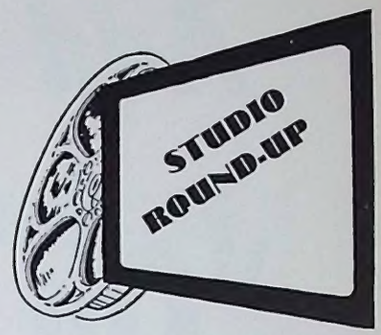
For Week Ending April 16, 1955

1954-55 High	1954-55 Low	Stock & Divid. in Dollars	Sales 100s	High	Low	Last	Net Change
		TORONTO STOCK EXCHANGE					
29	26½	Fam. Players	18	28½	27½	27⅞	
		N.Y. STOCK EXCHANGE					
28⅛	22⅛	Am. Bd.-Par.	323	26¼	25⅛	26⅛	+ ⅞
39¼	31	Col. Pict. ½d	66	32½	31¼	32	— ¾
16½	14⅜	Decca Rec. .70	486	16½	15⅛	15⅞	+ ⅝
21⅝	17½	Loew's ⅛g	372	19⅜	18¼	19	+ ½
41	36	Para. Pict. 2	197	41	39¼	41	+1⅛
7⅜	5⅞	Republic Pict.	347	7⅜	6½	7⅜	+ ¾
8⅞	7	RKO Pictures	26	7⅞	7⅞	7⅞	
9⅞	8½	RKO Theatres .20g	150	9¼	9	9¼	+¼
22⅝	19⅛	Stan. War. ⅛g	71	19¾	19¼	19⅜	— ¼
31⅝	25⅛	Twent. Cen. 1.60a	358	28¼	26¾	28	+ ¾
30⅞	26¾	Univ. Pict. 1a	38	29½	28⅜	29¼	+ ¾
20⅜	18¼	Warn. Bros. 1.20	58	19⅛	18½	19⅛	+ ⅝
		AMERICAN STOCK EXCHANGE					
5⅜	4	Allied Art. .10g	35	4½	4¼	4½	+ ⅛

UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	.....
Skyway Drive-In Theatre	1.25	$2.00
Cons. Theatres "A"	7.50	8.50
Cons. Theatres "B"	3.50	4.25
Loew's Thea.	102	105
United Amuse. A	9	12

Quotations, Courtesy of
J. H. CRANG & CO.
40 Adelaide W., Toronto



JARO has chosen **Kay Kendall** to play the femme lead in their **Pinewood Studios** production "Simon and Laura," which is adapted from the London stage comedy success. **Don M. Mankiewicz** signed by **Metro** to do story and screenplay for the **Jack Webb** novel "The Big Sin."

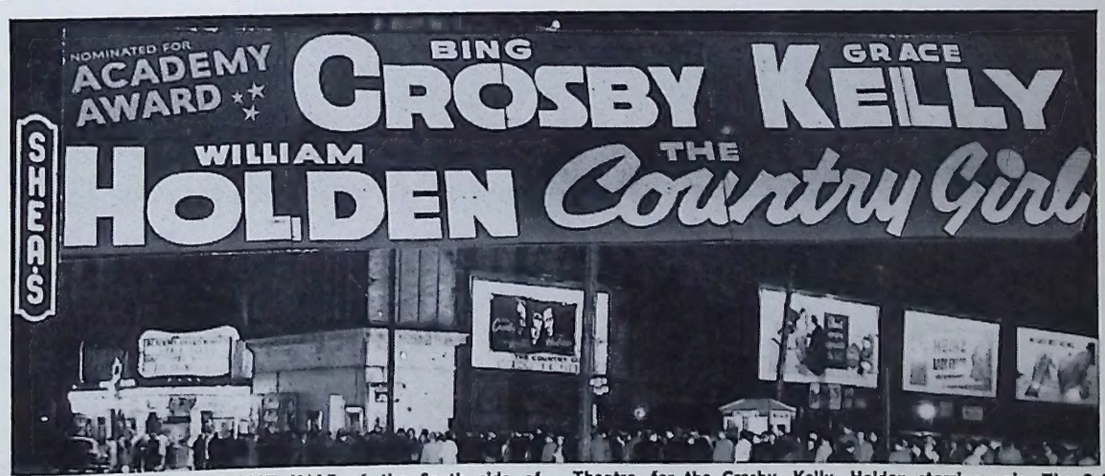
Leading role in **20th-Fox's** "Left Hand of God," goes to **Lee J. Cobb,** with **Edward Dmytryk** directing. **Donna Reed** returns to the **Columbia** banner in "The Mark of the Leopard," which is to be filmed in **C'Scope** and **Technicolor.**

Warners will bring to the screen **Hendrik Van Loon's** classic "The Story of Mankind," which traces the history of man. **Doris Day** to co-star with **James Stewart** in **Alfred Hitchcock's** "The Man Who Knew Too Much," for **Paramount.**

Allied Artists sets **Dorothy Malone** for the lead opposite **Fred MacMurray** in their **C'Scope** production, "Gun Point." **Universal** to have star-studded cast for "Away All Boats," which will have a five-week location in the Caribbean.

Robert Taylor and **Stewart Granger** signed for leading roles in **MGM's** "The Last Hunt," which **Richard Brooks** will direct. **Bette Davis** leaves Hollywood, after completing her role in **20th-Fox's** "Sir Walter Raleigh."

Ann Doran replaces **Marsha Hunt** in **Warner's** "Rebel Without a Cause," which stars **James Dean.**



A SIGN COVERING ALMOST HALF of the South side of Shea's Theatre, Toronto, (Manager Len Bishop), carried terrific impact in the Toronto merchandising of "The Country Girl." The gigantic signboard measuring 75 x 30 feet was in no small way rsponsible for breaking the opening week record at Shea's Theatre, for the Crosby, Kelly, Holden starring epic. The 2,400-seater hung up an opening Saturday record along with a new and hard-to-beat holiday record as evidenced by the crowd that at one time touched three sides of the square blocks surrounding Shea's Theatre, Toronto.

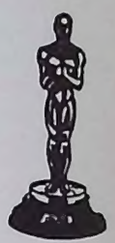
Add 8 Academy Awards

TO A PICTURE LIKE

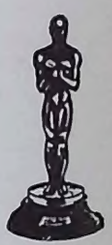
"On The Waterfront"

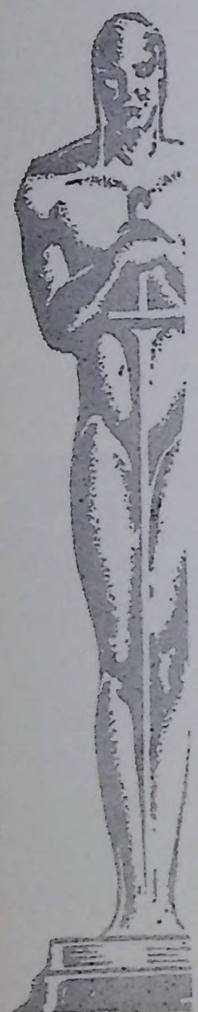
AND HERE IS WHAT YOU GET ON

REPEAT ENGAGEMENTS!



MONTREAL 1st run	OUTREMONT SNOWDON STRAND	2 WEEKS
TORONTO	ODEON FAIRLAWN and DANFORTH HUMBER	3 WEEKS
WINNIPEG	GAIETY	NOW IN 4th WEEK
VICTORIA	PLAZA	2nd WEEK (Holding into 3rd week)
VANCOUVER	PARADISE	2nd WEEK (Holding into 3rd week)
EDMONTON	STRAND	Holding into 2nd week





THE SAME STORY IS TRUE IN . . .

Saskatoon	now dated for 3rd time
Guelph	now dated for 3rd time
Lethbridge	now dated for 3rd time
Kitchener	record breaking bring back
Stratford	record breaking bring back
Windsor	record breaking bring back
Moncton	held for full week on bring back
Saint John	held for full week on bring back

COLUMBIA PICTURES